



P.O. Box 16192, Long Beach, CA 90806
wrigleyassociation@gmail.com

August 3, 2020

Re: Proposed mixed-use project at 201 West Pacific Coast Highway

Dear Alexis,

The Wrigley Association has a few concerns regarding the proposed mixed-use project located at 201 West Pacific Coast Highway in the Sixth Council District. This location is the gateway to Wrigley Village and an important site in our community. The buildings on all four corners of this intersection are one story in height, and along Pacific Avenue from Pacific Coast Highway to Willow Street, the maximum building height is two stories. The majority of Pacific Avenue is a pedestrian-oriented zone with buildings built to the front property line with parking in the rear. The surrounding neighborhood is improved with one and two story single family homes as well as multifamily apartments with a few three story cracker box apartments built in the 1980's.

The Association's concerns are that the applicant is requesting a rezoning from two stories with a maximum residential density of two units per lot (R-2-N) to the Midtown Plan Transit Node Low with a height of 7 stories/85 feet and unlimited density. The proposed project is at a density of approximately 90 units per acre. The parking allowed by the Midtown Plan is also substantially less than that required by the Zoning Code Chapter 21.41.216. This site is located in the Parking Impacted Area of the City with many cars and small trucks stopped in the turn lanes for loading/unloading and deliveries since the area is so inadequately parked.

The Association believes that the project as currently proposed is too tall, too dense, and severely under parked. Planning staff originally proposed this site with a five story height limit. The Association is not against a development at this site and looks forward to new construction; however, support for a project so incompatible with the existing development pattern cannot be given. A project that is more compatible with the neighborhood in terms of height and density can be supported. This might consist of five stories maximum with a density of approximately 30-60 units an acre such as the Neighborhood Serving Center Low with code required parking instead of TOD parking. The site is more than a 1/4 mile from an A (Blue) line station. Also, the current Midtown Plan does not extend west of Pacific Avenue, so this change entails quite an expansion into the neighborhood. Lastly, the Association requests that the development be compatible with the adjoining one story residence at 1832 Cedar Avenue and be no more than two stories in height at that point as is similar to other new developments along Long Beach Blvd.

Please consider these concerns of the community in regard to the compatibility of this project in a low height, low density neighborhood that is under parked. This project is one of many new developments in the Sixth Council District, and the cumulative onslaught of high density, mid-rise buildings that are under parked is having a detrimental impact on the entire community.

Thank you for your consideration of our concerns. We are always willing to meet with City staff to discuss these issues.

Best regards,

The Wrigley Association

Our Mission: The Wrigley Association is a 501 C4 non-profit organization, (CA State ID # 1673284) whose mission is to promote the common interest, instill pride, establish and encourage the highest standards in Wrigley. To foster an active understanding of citizenship and civic responsibility. To oppose and discourage discrimination and to create a sense of belonging. To promote higher business standards and encourage uniformity and cooperation among merchants, property owners and residents. To eliminate crime, promote community pride, and develop wholesome, enjoyable, cultural, social, and physical activities.